LEO BURNETT U.S.A.
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Merit Changing High Tar Minds.

'Enriched Flavor' tobacco convincing increasing numbers of high tar smokers to make low tar move.

MERIT continues to attract 75% of all its smokers directly from high tar cigarettes. Many from brands they've been enjoying for years.

That's the latest report on 'Enriched Flavor' tobacco and the impact it's having on the cigarette market.

Smokers who thought they'd never find a low tar cigarette with enough taste to switch to *are changing their minds.*

And their brands.

The taste tests show why.

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LOW TAR-'ENRICHED FLAVOR'

Tests Convince Smokers

MERIT and MERIT 100's were packed with 'Enriched Flavor' tobacco. And taste-tested against a number of higher tar cigarettes.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco.

And you can taste it.

Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug. '77
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT

Kings & 100's

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Source: https://www.industrydocuments.ucsf.edu/docs/lmlp0003

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